

IN THE CLAIMS

1. (Previously Presented) A method for searching a database on a web site comprising:

providing a web server having an associated database, the web server being accessible to users over a public network;

providing HTML front-ending tools for facilitating an owner being able to add an entry to the database and index the entry with a user-defined keyword using a standard web browser without the need for any additional user software;

receiving a request from a user to search for information on the web site;

searching a database associated with said web site according to said user's search criteria;

resenting a search result page responsive to said search containing results arranged in list form, each of said search results comprising a link to a corresponding full page entry stored in said web site;

receiving a request from said user to view one of a selected search results on said search result page; and

presenting a full page entry corresponding to said selected search result.

2. (Original) The method of claim 1, further including the act of logging in by said user prior to being presented said full page entry.

3. (Original) The method of claim 1, wherein said full page entry has a URL different than said web site.

4. (Original) The method of claim 1, wherein said act of searching said database includes searching by category.

5. (Original) The method of claim 1, wherein said act of searching said database includes searching by keyword.

6. (Original) The method of claim 1, wherein said act of searching said database includes searching by URL.

7. (Original) The method of claim 1, further including the act of presenting a page containing a pre-sorted listing corresponding to the most common searches performed on said web site.

8. (Original) The method of claim 1, wherein said act of searching said database includes searching by sub-category.

9. (Original) The method of claim 1, wherein said act of searching said database includes searching by category tree.

10. (Original) The method of claim 1, wherein said act of searching said database includes searching by category and keyword.

11. (Original) The method of claim 1, wherein said act of searching said database includes searching by category, keyword and URL.

12. (Currently Amended) An apparatus for searching a database on a web site comprising:

web server means including database means, the web server being accessible to users over a public network;

computer-readable medium means associated with said database means;

HTML front-ending tool means for facilitating an owner being able to add an entry to the database means and index the entry with a user-defined keyword in said computer-readable means using a standard web browser without the need for any additional user software;

means for receiving a request from a user to search for information on the web site;

means for searching a database associated with said web site according to said user's search criteria;

means for presenting a search result page responsive to said search containing results arranged in list form, each of said search results comprising a link to a corresponding full page entry stored in said web site;

means for receiving a request from said user to view one of a selected search results on said search result page; and

means for presenting a full page entry corresponding to said selected search result.

13. (Previously Presented) The apparatus of claim 12, further including the act of logging in by said user prior to being presented said full page entry.

14. (Previously Presented) The apparatus of claim 12, wherein said full page entry has a URL different than said web site.

15. (Previously Presented) The apparatus of claim 12, wherein said act of searching said database includes searching by category.

16. (Previously Presented) The apparatus of claim 12, wherein said act of searching said database includes searching by keyword.

17. (Previously Presented) The apparatus of claim 12, wherein said act of searching said database includes searching by URL.

18. (Previously Presented) The apparatus of claim 12, further including the act of presenting a page containing a pre-sorted listing corresponding to the most common searches performed on said web site.

19. (Previously Presented) The apparatus of claim 12, wherein said act of searching said database includes searching by sub-category.

20. (Previously Presented) The apparatus of claim 12, wherein said act of searching said database includes searching by category tree.

21. (Previously Presented) The apparatus of claim 12, wherein said act of searching said database includes searching by category and keyword.

22. (Previously Presented) The apparatus of claim 12, wherein said act of searching said database includes searching by category, keyword and URL.